



WSYX Columbus
1261 Dublin Rd
Columbus, OH 43215

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract # 1386258

Schedule Dates 10/02/12-10/09/12
Advertiser Josh Mandel OH US Senate-R (71581)
Agency Strategic Media Placement (6694)
Product POLITICAL CANDIDATE (ns) (1186)
Brand 2795 10/02/12-10/09/12 (477714)
Salesperson HOUSE-COLUMBUS, WSYX/WTTE/ESYX/WWHO (1
Sales Office WSYX/WTTE/ESYX/WWHO
Buyer Name Eversol, Whitney
Phone/Fax (740) 201-5500 / (740) 201-5502
CPE 2795
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Date Entered 10/01/12
Last Modified 10/01/12
Entered By Lorie Luthman
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,492.50
Net Total \$42,457.50
Sales Tax

Columbus (WSYX)

By Broadcast Month	Spots	Rate
Oct. 2012	49	\$49,950.00
Grand Total:	49	\$49,950.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Football	10/06/12-10/06/12	3	:30	7:58P- 11:30P (EST)	1						X		1	\$20,000.00	\$20,000.00	Columbus (WSYX)	OSU vs Nebraska	10/1/12
2.0	Normal Line / SPOT	10/02/12-10/04/12	3	:30	5:58A- 6:57A (EST)			2	2	2				6	\$300.00	\$1,800.00	Columbus (WSYX)		10/1/12
3.0	Normal Line / SPOT	10/02/12-10/04/12	2	:30	5P- 6P (EST)			1	1	1				3	\$900.00	\$2,700.00	Columbus (WSYX)		10/1/12
4.0	Normal Line / SPOT	10/06/12-10/06/12	2	:30	7:58A- 9A (EST)	1						X		1	\$300.00	\$300.00	Columbus (WSYX)		10/1/12
5.0	Normal Line / SPOT	10/07/12-10/07/12	2	:30	7:58A- 9A (EST)	1							X	1	\$300.00	\$300.00	Columbus (WSYX)		10/1/12
6.0	Normal Line / SPOT	10/02/12-10/05/12	2	:30	12P- 1P (EST)			1	1	1	1			4	\$350.00	\$1,400.00	Columbus (WSYX)		10/1/12
7.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	5:58A- 6:57A (EST)		1	1						2	\$300.00	\$600.00	Columbus (WSYX)		10/1/12
8.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	6:58A- 8A (EST)		1	1						2	\$300.00	\$600.00	Columbus (WSYX)		10/1/12
9.0	Normal Line / SPOT	10/08/12-10/08/12	2	:30	12P- 1P (EST)	1	X							1	\$350.00	\$350.00	Columbus (WSYX)		10/1/12
10.0	Normal Line / SPOT	10/02/12-10/05/12	2	:30	3P- 4P (EST)			1	1	1	1			4	\$300.00	\$1,200.00	Columbus (WSYX)		10/1/12
11.0	Normal Line / SPOT	10/08/12-10/09/12	2	:30	1P- 3P (EST)		1	1						2	\$300.00	\$600.00	Columbus (WSYX)		10/1/12
12.0	Normal Line / SPOT	10/02/12-10/03/12	2	:30	4:30P- 5P (EST)			1	1					2	\$400.00	\$800.00	Columbus (WSYX)		10/1/12
13.0	Normal Line / SPOT	10/02/12-10/05/12	3	:30	6:58P- 7:30P (EST)	2		X		X	X			2	\$600.00	\$1,200.00	Columbus (WSYX)		10/1/12
14.0	Normal Line / SPOT	10/02/12-10/05/12	3	:30	7:30P- 7:56P (EST)	2		X		X	X			2	\$600.00	\$1,200.00	Columbus (WSYX)		10/1/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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15.0	Normal Line / SPOT	10/02/12-10/05/12	3	:30	11:01P- 11:35P (EST)	2		X		X	X			2	\$1,000.00	\$2,000.00	Columbus (WSYX)		10/1/12
16.0	Normal Line / Prime Premium	10/08/12-10/08/12	1	:30	7:58P- 10P (EST)	1	X							1	\$4,500.00	\$4,500.00	Columbus (WSYX)		10/1/12
17.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	6:58P- 7:30P (EST)		1	1						2	\$600.00	\$1,200.00	Columbus (WSYX)		10/1/12
18.0	Normal Line / SPOT	10/08/12-10/08/12	3	:30	7:30P- 7:56P (EST)	1	X							1	\$600.00	\$600.00	Columbus (WSYX)		10/1/12
19.0	Normal Line / Prime	10/05/12-10/05/12	2	:30	10P- 11P (EST)	1					X			1	\$2,000.00	\$2,000.00	Columbus (WSYX)		10/1/12
20.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	4:30P- 5P (EST)		1	1						2	\$400.00	\$800.00	Columbus (WSYX)		10/1/12
21.0	Normal Line / SPOT	10/08/12-10/09/12	2	:30	5P- 6P (EST)		2	1						3	\$900.00	\$2,700.00	Columbus (WSYX)		10/1/12
22.0	Normal Line / SPOT	10/07/12-10/07/12	2	:30	5:58P- 6:30P (EST)	1							X	1	\$900.00	\$900.00	Columbus (WSYX)		10/1/12
23.0	Normal Line / SPOT	10/08/12-10/08/12	2	:30	5:58P- 6:30P (EST)	1	X							1	\$900.00	\$900.00	Columbus (WSYX)		10/1/12
24.0	Normal Line / SPOT	10/07/12-10/07/12	3	:30	11:01P- 11:35P (EST)								1	1	\$1,000.00	\$1,000.00	Columbus (WSYX)		10/1/12
25.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	5:58A- 6:57A (EST)	1	X	X						1	\$300.00	\$300.00	Columbus (WSYX)		10/1/12

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Comments: